Intercollegiate Broadcasting System

BETHLEHEM, PA.

215 - 868-4121

March 11, 1966

Dear Fellow College Broadcaster:

Have you ever thought about the potential of the Intercollegiate Broadcasting System as a broadcasting network? Here at WKCR in New York, we have been thinking about it, and have decided to undertake an experiment. But we can't do it alone! We propose to set up a national college network for this year's election. THIS IS THE FIRST TIME ANYONE HAS SUGGESTED A LIVE NATIONAL COLLEGE HOOK-UP, AND WE WANT YOU TO BE IN ON THE GROUND FLOOR.

Please fill in the enclosed form and get it in to us as quickly as possible, as there is a lot of work to be done. We are working to include in the arrangements the bringing of one of your staff members to New York to help us at IBS Election Central at Columbia.

This idea, if it is successful, may open the way to further network operations. The possibilities of such an arrangement are so great that it would be impossible to even imagine them. When we get your response, we will fill you in as to details; but please respond quickly so we can get started on THE MOST AMBITIOUS PROJECT IN THE HISTORY OF COLLEGE BROADCASTING!!!

Yours truly,

Roger Berkley
Assistant General Manager,
King's Crown Radio, New York